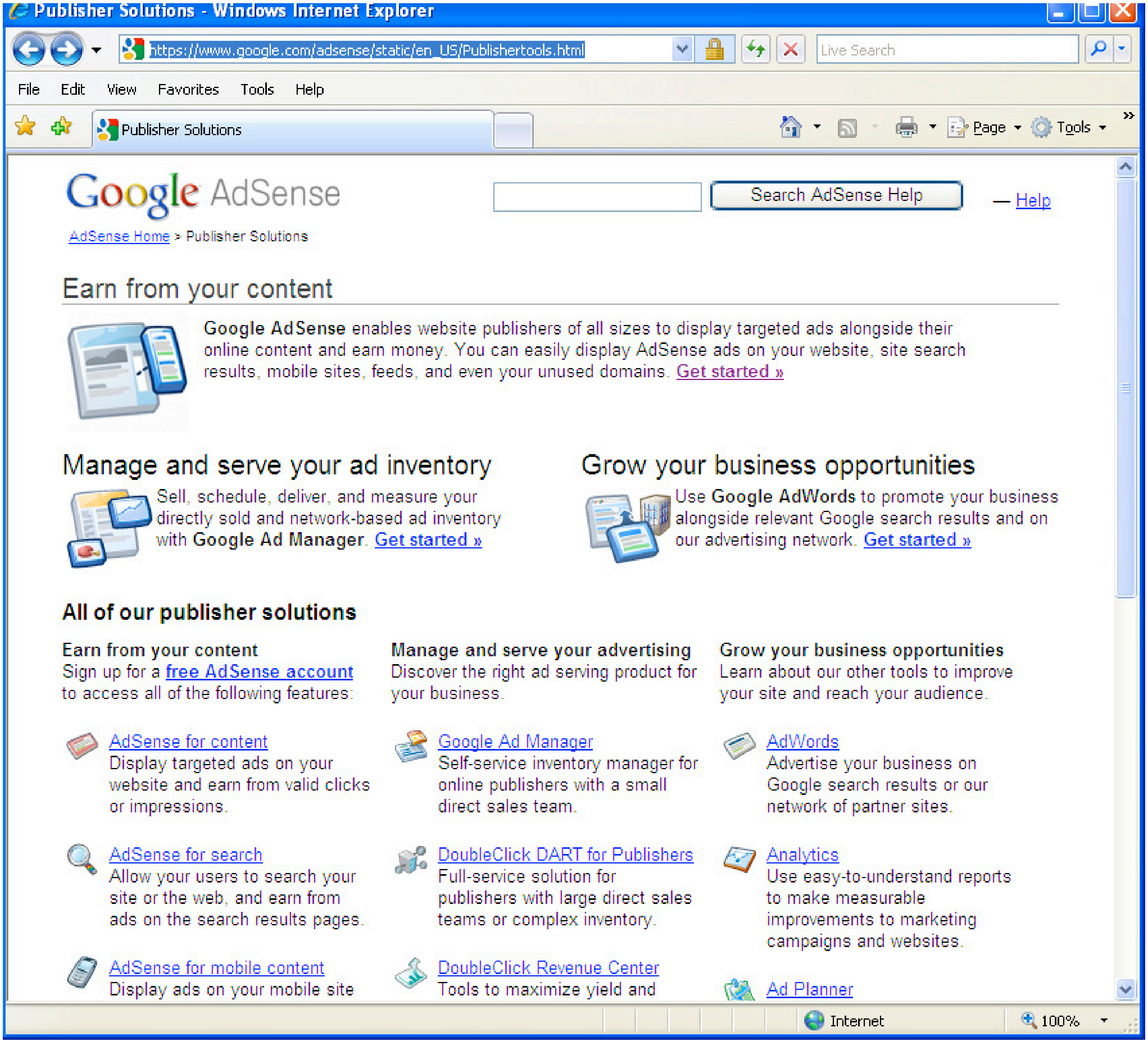
https://www.google.com/adsense/static/en_US/Publishertools.html



Publisher Solutions - Windows Internet Explorer

https://www.google.com/adsense/static/en_US/Publishertools.html

Live Search

File Edit View Favorites Tools Help

Publisher Solutions

Page Tools

Google AdSense

Search AdSense Help — Help

AdSense Home › Publisher Solutions

Earn from your content

Google AdSense enables website publishers of all sizes to display targeted ads alongside their online content and earn money. You can easily display AdSense ads on your website, site search results, mobile sites, feeds, and even your unused domains. Get started »

Manage and serve your ad inventory

Sell, schedule, deliver, and measure your directly sold and network-based ad inventory with **Google Ad Manager**. Get started »

Grow your business opportunities

Use **Google AdWords** to promote your business alongside relevant Google search results and on our advertising network. Get started »

All of our publisher solutions

Earn from your content
Sign up for a free AdSense account to access all of the following features:

Manage and serve your advertising
Discover the right ad serving product for your business.

Grow your business opportunities
Learn about our other tools to improve your site and reach your audience.

AdSense for content
Display targeted ads on your website and earn from valid clicks or impressions.

AdSense for search
Allow your users to search your site or the web, and earn from ads on the search results pages.

AdSense for mobile content
Display ads on your mobile site

Google Ad Manager
Self-service inventory manager for online publishers with a small direct sales team.

DoubleClick DART for Publishers
Full-service solution for publishers with large direct sales teams or complex inventory.

DoubleClick Revenue Center
Tools to maximize yield and

AdWords
Advertise your business on Google search results or our network of partner sites.

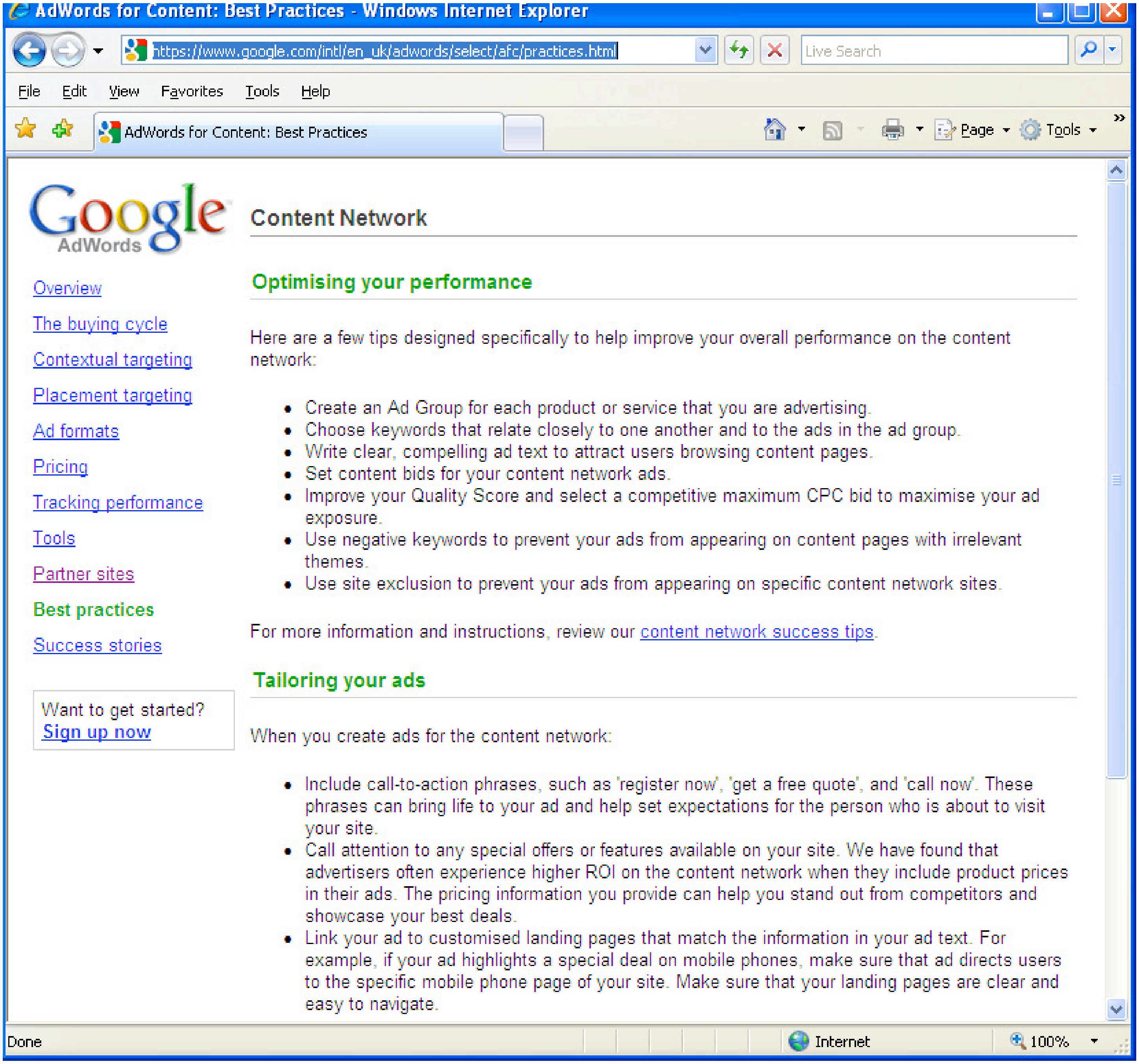
Analytics
Use easy-to-understand reports to make measurable improvements to marketing campaigns and websites.

Ad Planner

Internet 100%

Google AdWords:

https://www.google.com/intl/en_uk/adwords/select/afc/practices.html


AdWords for Content: Best Practices - Windows Internet Explorer
https://www.google.com/intl/en_uk/adwords/select/afc/practices.html
Live Search
File Edit View Favorites Tools Help
AdWords for Content: Best Practices
Page Tools
Google AdWords
Overview
The buying cycle
Contextual targeting
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Pricing
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Tools
Partner sites
Best practices
Success stories
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Sign up now
Done
Internet
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Content Network

Optimising your performance

Here are a few tips designed specifically to help improve your overall performance on the content network:

- Create an Ad Group for each product or service that you are advertising.
- Choose keywords that relate closely to one another and to the ads in the ad group.
- Write clear, compelling ad text to attract users browsing content pages.
- Set content bids for your content network ads.
- Improve your Quality Score and select a competitive maximum CPC bid to maximise your ad exposure.
- Use negative keywords to prevent your ads from appearing on content pages with irrelevant themes.
- Use site exclusion to prevent your ads from appearing on specific content network sites.

For more information and instructions, review our content network success tips.

Tailoring your ads

When you create ads for the content network:

- Include call-to-action phrases, such as 'register now', 'get a free quote', and 'call now'. These phrases can bring life to your ad and help set expectations for the person who is about to visit your site.
- Call attention to any special offers or features available on your site. We have found that advertisers often experience higher ROI on the content network when they include product prices in their ads. The pricing information you provide can help you stand out from competitors and showcase your best deals.
- Link your ad to customised landing pages that match the information in your ad text. For example, if your ad highlights a special deal on mobile phones, make sure that ad directs users to the specific mobile phone page of your site. Make sure that your landing pages are clear and easy to navigate.

CPA Performance Trends on the Google Content Network - Windows Internet Explorer

http://www.google.com/ads/research/gcnwhitepaper/

Live Search

File Edit View Favorites Tools Help

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Google Content Network

CPA Performance Trends on the Google Content Network

A whitepaper from Google

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The Google Content Network is the world's #1 ad network, reaching more than 80% of global internet users. Six billion ad impressions are served each day across hundreds of thousands of Content Network websites*. Thousands of AdWords advertisers place ads on the Content Network to complement their search marketing campaigns on Google.com and the rest of the Google Search Network.

How do Content Network ads perform for advertisers? We recently analyzed conversions, cost, and cost-per-acquisition (CPA) on the Content Network, and compared them to performance metrics on the Search Network across thousands of accounts and many geographic regions.

This white paper presents the findings from this analysis. It suggests the following conclusions:

1. Ads on the Google Content Network can be an effective way to gain additional conversions beyond those you get via search.
   - When used in combination with Search, the median advertiser has a content CPA that's within approximately 2% of their Search CPA.
   - The Content Network drives nearly 20% of total conversions for the median advertiser.
2. Conversion rates are higher for advertisers who used either of two AdWords campaign management controls: the Conversion Optimizer and site exclusion.

* comScore Key Measures, October 2008

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